

2011 SEP 15 PM 1:31

Contacts: Terence Gallagher / Susannah Gregory
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / susannahg@lhammond.com

**BERMUDA DEPARTMENT OF TOURISM ANNOUNCES GRAMMY WINNING ARTIST
PERFORMANCES FOR 15TH ANNUAL BERMUDA MUSIC FESTIVAL:
SEPTEMBER 30-OCTOBER 2, 2010
~Tickets On Sale Monday, July 26~**

NEW YORK, July 22, 2010 – The Bermuda Department of Tourism (BDOT) announced today that multi-Grammy winning performer and producer **Ziggy Marley** and five-time Grammy award-winning artist **Toni Braxton** will perform at the 15th Annual Bermuda Music Festival, taking place at the Fairmont Southampton, September 30-October 2, 2010. A number of additional A-list artists, including **Angie Stone** and **Estelle**, will also be performing at the annual event, where visitors and Bermudians alike are invited to enjoy three nights grooving in paradise.

"Bermuda is looking forward to the return of this highly-anticipated event," said Dr. the Hon. Ewart F. Brown, JP, MP, Premier and Minister of Tourism and Transport for Bermuda. "With the high caliber of artists announced today, our close proximity from the East Coast and hotel offers available during the festival, we encourage travelers from around the world to visit Bermuda's famed pink sand beaches, kick off their shoes and dance to the sounds of great music."

Kicking off this year's Bermuda Music Festival on Thursday, September 30 will be multi-Grammy winning performer and producer, Ziggy Marley. Celebrated as a musician and humanitarian, Marley earned his fourth Grammy in 2006 for "Love is My Religion" and most recently released his, "Family Time" album.

On Friday evening, Angie Stone and Estelle will take the stage. Southern gospel singer Angie Stone received a Grammy for her 2007 album, "The Art of Love & War." Originally seeking musical success in Europe it was under producer Clive Davis that Stone released her albums "Black Diamond," "Mahogany Soul," "Stone Love" and finally "The Art of Love & War."

Called "a UK talent to look out for" Estelle broke into the charts with her hits "1980" and "Free," winning a Mobo Award for Best Newcomer in 2004. On her latest album 'Shine,' the UK artist became the first to be signed by U.S. soul musician John Legend and has collaborated with talents such as Wyclef Jean, will.i.am, Swizz Beats, Mark Ronson and Kanye West.

The festival will conclude on Saturday evening with a performance by Toni Braxton, a five-time Grammy award-winning artist. Braxton distinguished herself with such hits like "Un-Break My Heart," "You're Making Me High," and "He Wasn't Man Enough." In 2000, Braxton received the coveted Aretha Franklin Soul Train Award for career achievement, amongst other honors. Most recently Braxton competed in ABC's "Dancing with the Stars" and headlined the Dancing with the Stars tour.

Additionally, visitors to Bermuda can enjoy up to two free nights on hotel stays when booking a trip for the 15th Annual Bermuda Music Festival. BDOT has teamed up with 18 participating hotel

properties to offer a program providing up to two free nights on hotel stays, based on two- to six-night bookings, during the festival. Following suit, 13 celebrated restaurants across Bermuda are offering buy one, get one free entrée specials – all part of the Bermuda “Endless Summer” promotion, available for booking now through September 30. The promotion features accommodations ranging from luxury resorts and boutique hotels to beach clubs and historic beach-front properties.

Tickets for the 2010 Bermuda Music Festival go on sale Monday, July 26. Reserved seating tickets are available for \$140 per person and general admission is \$95 per person. The three-day general admission pass is \$245. The above prices are inclusive of the BDA Tix processing fee, however a \$3/ticket telephone order fee will be added to all orders placed over the phone. For more information or to purchase tickets, visit www.bermudamusicfestival.com or stop by an on-island ticket outlet. Visitor packages will also be available through the Fairmont Southampton and sold on www.expedia.com.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant and special dining. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end.

Get up-to-date information from Bermuda on Twitter @GoToBermuda. Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at LouHammondPR or find us on Facebook.

#



BERMUDA

feel the love®

Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / michelleh@lhammond.com

2011 SEP 15 PM 1:30

NSD/CES/REGISTRATION
UNIT

TRAVELERS CAN TEST THEIR SKILLS ON PGA GRAND SLAM CHAMPIONSHIP COURSE WITH BERMUDA'S NEW PORT ROYAL PLAY N' DINE PACKAGE

HAMILTON, BERMUDA, August 4, 2010 – Bermuda's famed Port Royal Golf Course, home of the PGA Grand Slam of Golf, has introduced a new **Play N' Dine** package pairing a day on the greens with a full dining experience. As the 28th PGA Grand Slam of Golf tournament quickly approaches, October 18-20, 2010, Port Royal's **Play N' Dine** package gives golfing enthusiasts an opportunity to test the world-renowned Port Royal course ahead of the tournament's qualifying pros Phil Mickelson, Graeme McDowell and Louis Oosthuizen. The package offers savings on the 18-hole course's green fees, cart rentals and includes a full à la carte dinner menu at Port Royal's prestigious *64 Degrees* restaurant, named after Bermuda's longitude. *64 Degrees*'s acclaimed Chef Michael Harrison serves an eclectic mix of steaks and fresh seafood daily.

The Port Royal Golf Course's Dine N' Play package, available through September 30, includes:

Play N' Dine Package

- Green fees for 18 holes of golf, starting after 2pm
- 50 percent off on rental clubs
- A full à la carte dinner menu at the acclaimed *64 Degrees* restaurant
- Rate is \$164.00 per person, for hotel guests staying in Bermuda

To book the Play N' Dine package or for more information, call the Port Royal Golf Course at (441) 234-0974. Please visit www.bermudatourism.com for information on booking Bermuda travel packages. To pre-register for tickets for the title "Champion of Champions" event, visit www.PGA.com or www.pgagrandslamofgolf.com, or call 800-PGA-GOLF (800-742-4653) or (561) 624-7601.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. The island has more golf courses per square mile than anywhere in the world and the pleasant climate allows for a round of play any month of the year, no matter the season. Each of its breathtaking courses features a blend of turquoise ocean views, rolling hills and humbling challenges.

Get up-to-date information from Bermuda on Twitter @GoToBermuda. Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at LouHammondPR or find us on Facebook.

#



BERMUDA

feel the love®

Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / michelleh@lhammond.com

2011 SEP 15 PM 1:30

NSD/CES/REGISTRATION
UNIT



BERMUDA OFFICIALS INTRODUCE TOURISM PRODUCT TO TOP TORONTO MEDIA

Bermuda Department of Tourism Unveils Destination-Wide News in Toronto

Toronto, August 13, 2010 – Toronto-based media was able to “Feel the Love” of Bermuda on Thursday, August 12, at a Bermuda Department of Tourism (BDOT) media-exclusive luncheon. The BDOT hosted 28 top-notch media to an elegant luncheon at Toronto’s celebrated Sassafraz restaurant. Representing a full spectrum of outlets, including *Toronto Star*, *Toronto Sun*, *National Post*, *Globe and Mail*, Discovery Channel Networks, *Elle Canada*, *Parents Canada*, *Today's Bride* and more, BDOT spokespersons were able to provide messaging on a range of topics such as bridal, consumer and trade travel, golf, diving, family, and adventure. Media feasted on Bermudian-style menu selections such as Bermudian fish chowder, mahi mahi and rum cake, as William Griffith, Director of Tourism for the BDOT presented a detailed summary of Bermuda’s latest news, hospitable culture, new and revitalized resorts, as well as Bermuda’s thriving culinary scene. He stressed the destination’s close proximity to Toronto along with increased airlift updates. The BDOT also supplied media materials and invited journalists on assignment to visit Bermuda over the coming months.

“Toronto is our gateway city for the Canadian market and a key business driver for Bermuda,” stated William Griffith, Director of Tourism for the BDOT. “We’ve experienced a strong response to the May launch of service from affordable carrier WestJet Airlines, which

spurred competitive pricing with Air Canada. Bermuda has increased investment in the Toronto market so it's important to speak with media to ensure consumer awareness continues to grow."

The BDOT has plans to bring two Bermuda destination experiences to Canadians this summer, including a Canadian "Road Show" slated for September 13 – 16, in the Toronto, Ottawa and Montreal markets. The Road Show will target travel agents and tour operators to help make it even easier for Canadians to book a Bermuda vacation.

Additionally, Toronto will soon witness the arrival of several bright pink double-decker street cars wrapped in Bermuda signage from September to November. Following the success of the pink taxi initiative in London, the BDOT is taking the pink street car initiative on the road to Toronto. The vibrant, eye-catching double street cars will be positioned in high-traffic locations to serve as mobile-marketing branding stunts to further promote the destination.

Bermuda, under three hours from Toronto, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. From simple and inexpensive to elegant and special dining, Bermuda has more than 150 restaurants to fit any traveler's budget. For more information on Bermuda vacations, visit, www.bermudatourism.com.

Get up-to-date information from Bermuda on Twitter @GoToBermuda. Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at LouHammondPR or find us on Facebook.

#

2011 SEP 15 PM 1:30



BERMUDA

feel the love®

Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / michelleh@lhammond.com

BERMUDA TAKES OVER BOSTON'S FENWAY PARK ONCE MORE THIS SUMMER WITH 'BERMUDA NIGHT' CELEBRATIONS AND MORE!

Boston, August 17, 2010 – Boston Red Sox fans will “Feel the Love” of Bermuda once again this summer with the second ‘**Bermuda Night**’ of the year taking place this Monday, August 23 at Boston’s Fenway Park. ‘Bermuda Night’ will bring a taste of the destination to New England as the Boston Red Sox compete against the Seattle Mariners. This special promotion is part of an ongoing partnership between the Bermuda Department of Tourism (BDOT), Boston Red Sox and New England Sports Network (NESN).

The celebrated Gombey Dance Troupe will once again welcome Red Sox fans into the stadium as they dance to the hypnotic beat of drums and bottle-whistles. Bermuda gift bags will be presented in Fenway Park’s luxury suites while talented Bermudian singer Sheila Smith, known as “Bermuda’s First Lady of Soul,” performs the National Anthem. Following the anthem, Jon Crellin, general manager of the Fairmont Hamilton Princess and president of the Bermuda Hotel Association will do the honor of throwing the first pitch.

“For the last ‘Bermuda Night’ of the summer, we’ve planned an all-access pass for Bostonians to truly experience the spirit of Bermuda right in their hometown,” stated William Griffith, Director of Tourism for the BDOT. “New England is a key market for Bermuda with non-stop service via legacy carrier Delta Airlines and affordable carrier JetBlue Airways. We’re excited to complete this promotion with a full day of Bermuda festivities and have already commenced planning for next year’s series of events for the New England market.”

Bermuda festivities will kick-off on Sunday, August 22, with the sailing of Bermuda flags from the prestigious Fairmont Copley Plaza hotel along with a lighting of the building in Bermuda’s signature pink color. On Monday, August 23 starting at 11am (EST) in Copley Square, island partners will feature displays to showcase their properties along side the BDOT’s exhibit where visitors will have a chance to sign-up to win one of three Bermuda vacations;

servers will provide samples of authentic Bermudian rum cake; and the Gombey Dance Troupe will perform at noon for the lunchtime business crowd.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. From simple and inexpensive to elegant and special dining, Bermuda has more than 150 restaurants to fit any traveler's budget. For more information on Bermuda vacations, visit, www.bermudatourism.com.

Get up-to-date information from Bermuda on Twitter @GoToBermuda. Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at LouHammondPR or find us on Facebook.

#



BERMUDA

feel the love®

Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880
E-mail: terryg@lhammond.com / michelleh@lhammond.com

MSD/CES/REGISTRATION
UNIT

2011 SEP 15 PM 1:31

**FORE! BERMUDA EXTENDS ENDLESS SUMMER PROMOTION IN TIME FOR TRAVELERS TO ATTEND
PGA GRAND SLAM OF GOLF "CHAMPION OF CHAMPIONS" TOURNAMENT, OCT. 18-20, 2010**
Free Hotel Nights and Restaurant Specials Available Across the Destination

HAMILTON, BERMUDA, August 25, 2010 – Visitors to Bermuda have even more time to book the destination's "Endless Summer" promotion, which offers up to two free nights on hotel stays, when planning a trip to the "Champion of Champions" tournament at the 28th PGA Grand Slam of Golf. The tournament will be played at Bermuda's prestigious Port Royal Golf Course in Southampton, October 18-20, 2010.

The Bermuda Department of Tourism (BDOT) has teamed up with 18 participating hotel properties to offer a program providing up to two free nights on hotel stays, based on two- to six-night bookings, during the tournament. Following suit, 13 celebrated restaurants across Bermuda are offering buy one, get one free entrée specials – all part of the newly extended "Endless Summer" promotion, now available for booking through September 30. The promotion features accommodations ranging from luxury resorts and boutique hotels to beach clubs and historic beach-front properties.

Germany's Martin Kaymer became the fourth qualifier for the PGA Grand Slam of Golf, winning his first major with a victory over Bubba Watson at the PGA Championship at Whistling Straits on August 15. Kaymer completes the foursome of qualifiers from the four major golf championship winners, consisting of 2010 Masters title-holder Phil Mickelson of the United States, Northern Ireland's Graeme McDowell, winner of the 2010 U.S. Open and South Africa's Louis Oosthuizen, winner of the Open Championship.

"We congratulate the foursome for their skillful victories which have led them to the distinguished 'Champion of Champions' tournament," said Dr. the Hon. Ewart F. Brown, JP, MP, Premier and Minister of Tourism and Transport for Bermuda. "By extending the booking window for Bermuda's 'Endless Summer' promotion, we're not only making it easy for visitors to view what will be an outstanding tournament, but also for guests to experience a dream vacation, complete with savings."

Please visit www.bermudatourism.com for more information on booking an Endless Summer package and to view a full listing of participating hotels and restaurants. A limited amount of tickets are available to witness golf's major champions compete for the title Champion of Champions. To pre-register for tickets, visit www.PGA.com or www.pgagrandslamofgolf.com or call 800-PGA-GOLF (800-742-4653) or (561) 624-7601.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. The island has more golf courses per square mile than anywhere in the world and the pleasant climate allows for a round of play any month of the year, no matter the season. Each of its breathtaking courses features a blend of turquoise ocean views, rolling hills and humbling challenges. *Golfweek* magazine recently honored three Bermuda courses in its “2010 50 Best Courses of the Caribbean & Mexico” listing, including the Port Royal Golf Club, a Robert Trent Jones designed course.

Get up-to-date information from Bermuda on Twitter @GoToBermuda. Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at LouHammondPR or find us on Facebook.



BERMUDA

feel the love®

Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / michelleh@lhammond.com

2011 SEP 15 PM 1:31

RSD/CEES/REGISTRATION
UNIT

TRAVELLERS RECEIVE EVERY THIRD NIGHT FREE, “COMPLIMENTS OF BERMUDA”

Destination-Wide Promotion Offers Guests Free Third Night On Stays at Participating Resorts

NEW YORK, 16 September, 2010 – Travellers to Bermuda’s pink sand beaches this fall and winter will receive every third night free on hotel rooms “**Compliments of Bermuda**.” The destination-wide promotion is available when booking a minimum three-night stay.

Offered to coincide with Bermuda’s popular “golf and spa” season, The Bermuda Department of Tourism teamed up with 15 participating hotel properties to launch this exclusive promotion, available for booking 15 September, 2010 – 12 March, 2011 for travel 15 November, 2010 – 15 March, 2011. Accommodations range from luxury resorts and boutique hotels to beach clubs and historic beach-front properties. Hotels for the **Compliments of Bermuda Promotion** include the following:

- Cambridge Beaches Resort and Spa
- Clearview Suites
- Elbow Beach, Bermuda
- Fairmont Hamilton Princess
- Fairmont Southampton
- Fourways Inn
- Granaway Guest House and Cottage
- Greenbank
- Grotto Bay Beach & Tennis Club
- Newstead Belmont Hills Golf Resort and Spa
- Royal Palms Hotel
- Rosedon
- Surf Side Beach Club Hotel
- St. George’s Club
- Tucker’s Point Hotel and Spa

Rates for accommodations range from approximately \$125 - \$460 per night and are subject to availability. Please visit www.bermudatourism.com/compliments for more information on booking a **Compliments of Bermuda** package, or call your local travel specialist.

Bermuda offers more golf courses per square mile than anywhere else in the world, featuring eight golf courses total, with seven of championship caliber. Additionally, Bermuda's world-class spas offer services ranging from healing therapies, soothing massages and detoxifying body wraps to energy-balancing Reiki sessions and holistic spa treatments.

Bermuda, just under three hours from Toronto, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant and special dining. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end.

*Rates are based on the best available average daily rate and are for single and double occupancy rooms. Offer is available for new bookings only and valid only at participating hotels: **Cambridge Beaches, Clearview Suites, Elbow Beach, Fairmont Hamilton Princess, Fairmont Southampton, Fourways Inn, Granaway Guest Cottage, Grotto Bay Beach & Tennis Club, Newstead Belmont Hills, Surf Side, St. George's Club, Royal Palms Hotel, Rosedon, Tucker's Point Club & Spa**. Promotion must be booked between September 15th, 2010 and March 12th, 2011 and is valid for travel November 15th, 2010 – March 15th, 2011 and is subject to availability. The free room night(s) includes the room rate only; customers will be charged for the gratuities and resorts fees on the free night(s). Tour Operators will be responsible for the total stay and the free night will be deducted from the customer's invoice upon check out. Rates may vary according to date of departure, number of persons, room type, meal plan and is based on availability. Rates are subject to Government Tax, Gratuities, and Resort Fees and will be reflected in your final folio. Rates and taxes are subject to change without notice. Hotels reserve the right to close out this promotion at its discretion. Seasonal surcharges, blackout dates, and other restrictions may apply. Usual cancellation policies apply, based on individual hotel policies. This offer can be combined with other offers; however it is up to the individual hotel. This offer is not available for groups or weddings. Void where prohibited by law. Offer must be requested at time of booking.

Get up-to-date information from Bermuda on Twitter @GoToBermuda. Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at LouHammondPR or find us on Facebook.

#



BERMUDA

feel the love®

NSD/CES/REGISTRATION
UNIT

2011 SEP 15 PM 1:31

Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / michelleh@lhammond.com

BERMUDA TOURISM UP AND RUNNING AFTER HURRICANE IGOR ***Hotels Report Minimal Damage, Airport to Re-open***

NEW YORK, September 20, 2010 – Bermuda's tourism industry is not skipping a beat as it cleans up in the wake of Hurricane Igor, the category 1 hurricane that passed over the island Sunday.

Hurricane Igor brought heavy rain and high winds, however, the overall damage to the island's tourism product is considered to be minimal. The vast majority of hotels and resorts were reporting the impact limited mostly to landscaping, which is already in the process of being cleaned.

The L.F. Wade International Airport, which was closed on Sunday for precautionary reasons, will re-open for business at 7 a.m. on Tuesday, September 21. Visitors are encouraged to contact their travel agents or airlines directly for flight information to the island.

According to Bermuda's Director of Tourism William "Billy" Griffith, the destination will be ready, willing and able to accommodate arriving visitors.

"We have come through Hurricane Igor remarkably and it will soon be business as usual here in Bermuda," said Griffith. "In addition to welcoming our loyal guests, we're looking forward to executing our upcoming calendar of events for the coming weeks, including the Bermuda Music Festival and PGA Grand Slam of Golf."

The Bermuda Music Festival, featuring artists such as Ziggy Marley, Toni Braxton, Angie Stone and Estelle will take place at the Fairmont Southampton resort from September 30 – October 2. The PGA Grand Slam of Golf will take place at Port Royal Golf Club from October 18 – 20.

Griffith also praised Bermuda's tourism partners on island for accommodating guests so well during the storm.

"We've received such positive feedback on how our hoteliers managed the guest experience during the hurricane and I'd like to extend my thanks and praise both to our hotel partners and to those guests on island during the storm for being so resilient," said Griffith.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant and special dining. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end.

For more information or to book a Bermuda vacation, contact your travel agent, visit www.bermudatourism.com or call 1-800-BERMUDA.

Get up-to-date information from Bermuda on Twitter @GoToBermuda. Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at LouHammondPR or find us on Facebook.

#

2011 SEP 15 PM 1:31



BERMUDA

*feel the love®***Contacts:**

Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / michelleh@lhammond.com

**BERMUDA'S PERFECT 10 WEDDING CHALLENGE:
10 COUPLES WIN 10 WEDDINGS ON 10/10/10
JetBlue Airways Provides Special Private Flight For Winning Couples**

NEW YORK, October 5, 2010 – Ten very lucky couples from across the United States will score a Perfect 10 in Bermuda this weekend – 10 destination weddings on the luckiest day of the year – October 10, 2010 – 10/10/10.

The romantic couples were chosen from more than 900 entries as the winners of Bermuda's Perfect 10 contest, awarding them the opportunity to say 'I do' in one of the world's most idyllic destinations on this one-of-a-kind date. The couples who've been chosen to jet-set to Bermuda's fabled pink sands will head there via a private nonstop JetBlue Airways charter flight from the airline's home base at New York's John F. Kennedy International Airport (JFK), accompanied by eight guests of their choosing.

The contest was sponsored by the Bermuda Department of Tourism (BDOT), The Knot, a leading online wedding resource, and airline partner JetBlue Airways.

Winners of Bermuda's Perfect 10 destination wedding contest were chosen based on entries submitted on TheKnot.com by engaged couples sharing why they should win one of ten themed, wedding getaways to Bermuda. A panel of judges narrowed down the list to 30 finalists (three for each of the ten themed wedding categories). Then voters from around the globe ranked their favorites.

Winners will receive their chosen six-day, five-night, dream wedding, with themes including Exotic Cave, Eco-Chic, Magical Sunset, Waves of Love, Moongate, Sunset and Pink Sand, Waterfront, Harbourfront, Nostalgic Bermuda and Linked For Life, at one of ten participating resorts.

Bermuda's Perfect 10 winners will stay at participating resorts, including Cambridge Beaches Resort & Spa, Coco Reef Resort, Elbow Beach Bermuda, The Fairmont Hamilton Princess, The Fairmont Southampton, Grotto Bay Beach & Tennis Club, Newstead Belmont Hills Golf Resort & Spa, The Reefs and Tucker's Point Hotel & Spa.

-more-

Bermuda's Perfect 10 Winners/2

Just a two-hour flight from multiple major east coast cities, Bermuda is an accessible escape offering endless outdoor activities, thriving culture, signature pink sand beaches and an array of dining options. The destination's distinct ambiance is unparalleled elsewhere in the world. Check out Bermuda's Perfect 10 winners at www.theknot.com. For more information on Bermuda vacations, visit www.bermudatourism.com.

Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at LouHammondPR or find us on Facebook.

About JetBlue Airways

Voted "Most Eco-Friendly Airline" by Zagat's Airline Survey in 2008 and 2009, New York-based JetBlue Airways has created a new airline category based on value, service and style. In 2009, the carrier also ranked "Highest in Customer Satisfaction Among Low-Cost Carriers in North America" by J.D. Power and Associates, a customer satisfaction recognition received for the fifth year in a row. Known for its award-winning service and free TV as much as its low fares, JetBlue is now pleased to offer customers Lots of Legroom and super-spacious Even More Legroom seats. JetBlue introduced complimentary in-flight e-mail and instant messaging services on aircraft "BetaBlue," a first among U.S. domestic airlines. JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit www.jetblue.com/promise for details. JetBlue serves 61 cities with 600 daily flights. New service to Ronald Reagan Washington National Airport in Washington, DC and to Bradley International Airport in Hartford, CT starts in November. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JET-BLUE (1-800-538-2583), TTY/TDD 1-800-336-5530 or visit www.jetblue.com.

About The Knot Inc.

The Knot is the nation's leading wedding resource, reaching over a million engaged couples each year through the #1 wedding website, TheKnot.com, The Knot national and local wedding magazines, The Knot books (published by Random House and Chronicle) and television programming bearing The Knot name. The Knot is the flagship brand of The Knot Inc. (NASDAQ: KNOT), a leading lifestage media company targeting couples planning their weddings and future lives together.

#



BERMUDA

feel the love®

Contacts:

Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / michelleh@lhammond.com

**BERMUDA'S PERFECT 10 WEDDING CHALLENGE:
10 COUPLES WIN 10 WEDDINGS ON 10/10/10
JetBlue Airways Provides Special Private Flight For Winning Couples**

NEW YORK, October 6, 2010 – Ten very lucky couples from across the United States will score a Perfect 10 in Bermuda this weekend – 10 destination weddings on the luckiest day of the year – October 10, 2010 – 10/10/10.

The romantic couples were chosen from more than 900 entries as the winners of Bermuda's Perfect 10 contest, awarding them the opportunity to say 'I do' in one of the world's most idyllic destinations on this one-of-a-kind date. The couples who've been chosen to jet-set to Bermuda's fabled pink sands will head there via a private nonstop JetBlue Airways charter flight from the airline's home base at New York's John F. Kennedy International Airport (JFK), accompanied by eight guests of their choosing.

The contest was sponsored by the Bermuda Department of Tourism (BDOT), The Knot, a leading online wedding resource, and airline partner JetBlue Airways.

Winners of Bermuda's Perfect 10 destination wedding contest were chosen based on entries submitted on TheKnot.com by engaged couples sharing why they should win one of ten themed, wedding getaways to Bermuda. A panel of judges narrowed down the list to 30 finalists (three for each of the ten themed wedding categories). Then voters from around the globe ranked their favorites.

Winners will receive their chosen six-day, five-night, dream wedding, with themes including Exotic Cave, Eco-Chic, Magical Sunset, Waves of Love, Moongate, Sunset and Pink Sand, Waterfront, Harbourfront, Nostalgic Bermuda and Linked For Life, at one of ten participating resorts.

Bermuda's Perfect 10 winners will stay at participating resorts, including Cambridge Beaches Resort & Spa, Coco Reef Resort, Elbow Beach Bermuda, The Fairmont Hamilton Princess, The Fairmont Southampton, Grotto Bay Beach & Tennis Club, Newstead Belmont Hills Golf Resort & Spa, The Reefs and Tucker's Point Hotel & Spa.

Just a two-hour flight from multiple major east coast cities, Bermuda is an accessible escape offering endless outdoor activities, thriving culture, signature pink sand beaches and an

array of dining options. The destination's distinct ambiance is unparalleled elsewhere in the world. Check out Bermuda's Perfect 10 winners at www.theknot.com. For more information on Bermuda vacations, visit www.bermudatourism.com.

#

2011 SEP 15 PM 11:31

BERMUDA
feel the Cork®

Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880
E-mail: terryg@lhammond.com / michelleh@lhammond.com

CONDÉ NAST TRAVELER READERS CHOOSE BERMUDA AS “BEST ISLAND IN THE CARIBBEAN/ATLANTIC”

Bermuda Wins Top Honors at New York City Awards' Ceremony -- Famed TV Personality Regis Philbin Makes Presentation



Bermuda's Director of Tourism William Griffith at the ceremony with talk show host Regis Philbin

NEW YORK, October 13, 2010 – The votes are in and Bermuda comes out on top as *Condé Nast Traveler* magazine awarded its Reader's Choice Award for "Best Island in the Caribbean/Atlantic" to Bermuda. Legendary morning show host Regis Philbin presented the award to Bermuda's Director of Tourism William Griffith during the high-profile event. Some 250 guests joined the festivities held on Tuesday evening, October 12. In addition, The Reefs Bermuda was named number one resort in the Atlantic Ocean category.

"We are honored that Bermuda was selected by *Condé Nast Traveler* readers as the number one travel destination," said Griffith. "It is a privilege to be ranked so favorably with travelers and is a testament to the commitment of service that Bermuda provides to travelers every season."

-more-

Congratulating Bermuda, Philbin warmly spoke about the destination's win on his top-ranked morning show, *Regis & Kelly*, today, Wednesday, October 13, showing a picture of himself and Griffith at the ceremony. He even joked about the "size 36" Bermuda shorts given to him as a token of appreciation. Philbin was in top celebrity company with other hosts such as Liev Schreiber, Angie Harmon, Al Roker, Jesse Palmer, Stacey London and Cynthia Nixon.



Bermuda's Tourism Director William Griffith Presenting Bermuda shorts to talk show host Regis Philbin



Bermuda Tourism Director William Griffith being honored with Condé Nast Traveler Readers' Choice Award

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant and special dining. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end.

Perched on limestone cliffs overlooking its own secluded pink sand beach, The Reefs Hotel & Club has been welcoming guests with the island's famed hospitality since 1947. From romance to family gatherings, the intimate atmosphere and all ocean view accommodations at The Reefs creates a memorable vacation.

Get up-to-date information from Bermuda on Twitter @GoToBermuda. Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at LouHammondPR or find us on Facebook.

###

2011 SEP 15 PM 1:31

BERMUDA

feel the love®

Contacts:

Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / michelleh@lhammond.com

TRAVEL EXPERT AND RADIO SHOW HOST, PETER GREENBERG, AIRS FROM BERMUDA! Bermuda Department of Tourism Welcomes Peter Greenberg to Paradise

NEW YORK, October 13, 2010 – Prominent radio show host Peter Greenberg will experience Bermuda's pink sands this Saturday, October 16 - Sunday, October 17, 2010. The Bermuda Department of Tourism (BDOT), has secured Greenberg, who also serves as CBS Early Show's travel editor, to tape his eponymously named radio show, *Peter Greenberg Worldwide*, from Bermuda's pristine Fairmont Southampton in the hotel's Frangipani Room on Sunday, October 17, from 9:00 a.m. to 11:30 a.m. The radio show will air the following Saturday, October 23 from 10:00 a.m. to 1:00 p.m. EST.

Peter Greenberg is one of America's most recognized and respected front-line travel news journalist. His three-hour weekly radio broadcast is nationally syndicated and heard on over 400 stations from different remote locations around the globe.

The *Peter Greenberg Worldwide* radio show is a call-in news program so Bermudian based guests will be interviewed for Bermuda's segment. Guests will range from a journalist, naturalist, historian and golf expert to a diving instructor, taxi driver and art curator. Each will provide listeners with insight about Bermuda's culture, art, history, topography and unique attributes.

"We welcome Mr. Greenberg to come experience the destination and hear the marvelous stories of Bermuda from Bermudians," said William Griffith, Director of Tourism for Bermuda. "We're positive Greenberg will 'Feel the Love' of the island and its culture through the destination's best asset -- its people!"

Just a two-hour flight from multiple major east coast cities, Bermuda is an accessible escape offering endless outdoor activities, thriving culture, signature pink sand beaches and an array of dining options. The destination's distinct ambiance is unparalleled elsewhere in the world. For more information on Bermuda vacations, visit www.bermudatourism.com.

Get up-to-date information from Bermuda on Twitter @GoToBermuda. Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at LouHammondPR or find us on Facebook.

###



BERMUDA

feel the love®

Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880
E-mail: terryg@lhammond.com / michelleh@lhammond.com

**WEALTH TV TO AIR SPECIAL “TAKEOFF IN BERMUDA” EPISODE ON
SATURDAY, NOVEMBER 6**
New Show to give National Exposure to Bermuda Tourism

NEW YORK, October 14, 2010 – A new national cable show will shine a positive spotlight on Bermuda tourism across North America in November with the goal of enticing tourists to visit.

“TAKEOFF” is a new :30 minute show that will debut on Saturday, November 6 at 6 p.m. EST on Wealth TV. *WealthTV* is a 24/7 high definition cable television network devoted to taking viewers on a journey of how wealth is achieved, used and enjoyed. With engaging programming that connects with a high profile audience, *WealthTV* has broad appeal across age and income demographics while holding a special appeal to the highest income households. Successfully launched on June 1, 2004, *WealthTV* is distributed by cable and satellite service providers around the globe.

WealthTV airs via Cablevision in Bermuda and Cablevision partnered with the Bermuda Department of Tourism, along with Tuckers Point Hotel and Spa and various island attractions and tourism operators, to bring the show to Bermuda and expose its host and producer, Ashley Colburn, to the island’s charms.

The Bermuda episode will feature Colburn attending the Bermuda Day Parade, exploring Crystal and Fantasy Caves, swimming with dolphins at DolphinQuest, deep sea fishing and then preparing her catch at The Point Restaurant with Chef Serge at Tucker’s Point. She also went scuba diving with Triangle Diving, which she enthusiastically referred to as “the coolest thing I have ever done.”

According to Colburn, “Taping TAKEOFF in Bermuda made me realize that paradise really does exist. I am so excited to show *WealthTV* viewers how much adventure you can find on the island, the hospitality you can expect and how wonderful the Bermudians are. In the show I go scuba diving and I have to say it was the best experience I have ever had. Now I want to go get certified so I can return to Bermuda and explore the sea even more!”

###

2011 SEP 15 PM 1:31



BERMUDA

feel the love®

Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880
E-mail: terryg@lhammond.com / michelleh@lhammond.com

ANYTHING ELSE JUST WOULDN'T BE CRICKET – IT WOULD BE GOLF!



From L to R: Honorable Brian Lara, Cricket Legend, Premier Ewart Brown, and Ernie Els during the 28th PGA Grand Slam Pro-Am at the Port Royal Golf Course in Southampton, Bermuda, on Monday, October 18, 2010. (Photo by Montana Pritchard/The PGA of America)

BERMUDA, October 19, 2010 – Spectators at the 2010 PGA Grand Slam of Golf in Bermuda were given a special treat when they received two sporting spectacles for the price of one.

During downtime at the PGA Grand Slam of Golf event at the prestigious Port Royal Golf Course, golfer Ernie Els and West Indian cricketing legend Brian Lara decided to turn the lush green on the 16th hole into a wicket. An impromptu cricket match then took place delighting spectators and competitors alike.

Bermuda's Premier Dr. Ewart Brown joined in the action and provided a very real safe pair of hands behind a very imaginary pair of stumps.

Els said he hadn't hit a cricket ball for a quarter of a century, but was happy with his performance. He also praised his old friend Lara for his golfing skills – he plays off of a five handicap.

Images are available at:

<http://mediaarchive.pgalinks.com/cgi/viewerlogin.pl?ljobid=8434>

<http://mediaarchive.pgalinks.com/cgi/viewerlogin.pl?ljobid=8435>

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and

family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant and special dining. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. For more information on Bermuda, visit www.bermudatourism.com.

Get up-to-date information from Bermuda on Twitter @GoToBermuda. Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at LouHammondPR or find us on Facebook.

###



BERMUDA

feel the love®

Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880
E-mail: terryg@lhammond.com / michelleh@lhammond.com

THREE-TIME MAJOR CHAMPION ERNIE ELS WINS THE PGA GRAND SLAM OF GOLF “CHAMPION OF CHAMPIONS” TOURNAMENT AT BERMUDA’S FAMED PORT ROYAL GOLF COURSE

HAMILTON, BERMUDA, October 21, 2010 –Major champion Ernie Els becomes the “Champion of Champions” of this year’s 28th PGA Grand Slam of Golf. The tournament was played at Bermuda’s prestigious Port Royal Golf Course in Southampton on October 18-20, 2010. Here are details to recap the event.

And the Winner is...

Three-time major champion Ernie Els made the most of his invitation, carding birdies on 14, 15, and 16 to pull out a come-from-behind, one-shot victory over 2001 PGA Champion and fellow invitee David Toms. The victory was Els’ second in the prestigious event, coming 13 years after he captured the 1997 PGA Grand Slam of Golf in Hawaii. U.S. Open Champion Graeme McDowell and PGA Champion Martin Kaymer tied for third, eight shots back. The tournament summary includes:

1. Ernie Els, 68-69=137 (-5) \$600,000
2. David Toms, 67-71=138 (-4) \$300,000
3. Graeme McDowell, 72-73=145 (+3) \$225,000
3. Martin Kaymer, 74-71=145 (+3) \$225,000

21 SEP 15 PM 1:31
HIC/CEES/REGISTRATION UNIT

Els Uses Three To Make Two:

Els’ second victory came via three consecutive birdies on the back nine. Struggling for the better part of two days with his putter, Els woke up on Port Royal’s back nine, draining a 15-footer for birdie on No. 14, wedging to three feet for another birdie on 15, then conquering the beautiful and brutal par-3 16th with a 35-foot birdie putt. All this, in 30 mph winds. “I really think today it was a real challenge,” Els said. “If there’s no wind, you can make a lot of birdies around this place. When it’s like this, it’s like this probably quite often, because it is an island, get a lot of wind, it’s a really great challenge.”

If That Wasn’t Enough:

For good measure, Els saved par on 17 by sinking a 12-footer. “I felt like I didn’t necessarily lose this thing. Ernie birdieing 14, 15 and 16, the putt he made on 16, I’d say he won the tournament,” Toms said. “For me to go through those holes, play them under par would have been a pretty good feat in itself. He played them 3 under.”

-more-

Good Putter, Nice Putter:

Els said his putter, "I was struggling on the greens a bit yesterday. I was struggling on the greens again today until let's say the last five, six holes when I found something in my putting stroke. My speed came back. I made some really big putts. Those are the putts that I was missing almost a day and a half, then started dropping, and that was the difference."

Major Toms Puts On A General Clinic:

Toms' consistent, steady game; he had three bogeys in his first 32 holes, looked to carry the day, especially after chipping in on 12 (for birdie) and 14 (for par). But when Toms parred the 14th and Els birdied, the two-shot swing started Els' comeback. Still, Toms turned in a solid runner-up finish with his 4-under total in the Bermuda winds. "For me, I feel really good about the way I've played the last month and a half or so. I feel like I'm getting really close. Today would have helped, being able to get over that hump."

Spinning His Wheels:

One day after enduring a triple-bogey 7 on the 11th hole, McDowell broke out of the gate Wednesday with three birdies in his first five holes. With a bogey sandwiched in, McDowell managed to close within three of Toms coming to the reachable (517-yard), par-5 seventh hole. But a misplayed hybrid out of a fairway bunker cascaded into McDowell's second 7 of the tournament and dropped the U.S. Open champion back to 1-over at the turn. Back-to-back bogeys on 13 and 14 ended McDowell's chances.

He Should Have Stuck With His First 'Guess':

Squirt, the resident Octopus Oracle of the Bermuda Aquarium, Museum & Zoo, chose Kaymer to win the PGA Grand Slam of Golf. This, after Squirt started at Toms' box before pulling the shrimp out of Kaymer's. Apparently, while Kaymer knew about the would-be nautical Nostradamus, his game didn't get the memo. The reigning PGA Champion tied for third (74-71) at 3-over.

Sweet 16 Memories:

2009 PGA Grand Slam of Golf Champion Lucas Glover is immortalized in a small plaque on the tee box of the par-3 16th hole – Port Royal's signature hole and resident conversation piece. The long, par-3, reminiscent of the famous over-the-ocean par-3 16th at California's renowned Cypress Point, requires a hybrid or long-iron shot over the Atlantic to a tiered green. It was enough to scare Glover into commenting "Man, I've never been so nervous on a shot." That quote is now immortalized on the plaque.

Where's My Plaque:

Els completed his birdie string with a long birdie putt from off the green on No. 16.

Bermuda's PGA Grand Slam/3

An inside-the-ropes look can be viewed at T.J. Auclair's PGA Grand Slam of Golf blog, which can be found at http://www.pga.com/grand slam/2010/news/wednesday_blog_102010.cfm. The PGA Grand Slam of Golf was broadcasted to 100 countries and territories with a household reach of more than 590 million households. TNT announcers included Verne Lundquist, Ian Baker-Finch, Jim Huber and Billy Kratzert.

Visit www.bermudatourism.com for information on booking Bermuda's new "Compliments of Bermuda" package featuring every third night free deals at participating hotels across the destination.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. The island has more golf courses per square mile than anywhere in the world and the pleasant climate allows for a round of play any month of the year, no matter the season. Each of its breathtaking courses features a blend of turquoise ocean views, rolling hills and humbling challenges. *Golfweek* magazine recently honored three Bermuda courses in its "2010 50 Best Courses of the Caribbean & Mexico" listing, including the Port Royal Golf Club, a Robert Trent Jones designed course.

Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at *LouHammondPR* or find us on Facebook.



B E R M U D A

feel the love®

Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / michelleh@lhammond.com

PARK HYATT LUXURY BRAND TO BECOME PART OF EQUITY INVESTMENT GROUP FOR BERMUDA RESORT PROJECT TO BREAK GROUND IN 2011

NEW YORK, October 25, 2010 – The majestic isles of Bermuda will soon welcome the luxury brand group Park Hyatt to its turquoise shores with the commitment to be part of an equity investment group in a new \$300 million total project cost resort development.

The Bermuda Department of Tourism has been working to bring the multi-million dollar project to fruition since 2007. Previously, Park Hyatt had agreed to manage the project, which is located on the former Club Med site in the historic town of St. George's, Bermuda (a UNESCO World Heritage Site). According to Bermuda's Premier, Dr. The Hon. Ewart F. Brown, JP MP, who also serves as Minister of Tourism and Transport, the investment by Park Hyatt to become an equity stakeholder serves as a vote of confidence in Bermuda's tourism business.

"As many in the hotel development community can attest, the addition of a management company as an investor is rare," said Premier Brown. "Park Hyatt's action is evidence that they believe in Bermuda's commitment to the continued enhancement of our tourism product. This is the greatest vote of confidence in Bermuda and in St. George's. The Government of Bermuda is extremely proud to work in partnership with one of the worlds most sought after brands."

The ground-breaking of the new Park Hyatt Resort and Hotel is slated for November 2011. The construction is anticipated to take 24 – 30 months. Carl Bazarian, President of ADDAX Holdings, developer and investor in the project, said the Park Hyatt Group's investment should alleviate doubts about the hotel project moving forward in the current economic climate.

"Park Hyatt Group has agreed to invest because they believe they will see returns," said Bazarian. "I wish to thank Dr. Brown for his vision and commitment to us for being the catalyst for his 'Platinum era legacy' and restoring Bermuda where it belongs as the ultimate luxury destination in the Atlantic and Caribbean."

Park Hyatt's Director of Development and Corporate Communications, Laurie Cole, followed Mr. Bazarian's sentiment's saying, "If there is a situation where we think it will be helpful to put our capital in, we will."

-more-

The new Park Hyatt Bermuda will include a 100-room hotel as well as 71 hotel condominiums, 39 villa residences and 12 single family homes. Also on the 125-acre site will be an 18-hole Nick Faldo-designed golf course, an 18,000 square-foot spa and fitness center and two tennis courts. Guest will be able to dine at two full-service restaurants, two cafés and a Beach Club. Additionally, the project will provide housing for 160 employees and include an on-site wastewater treatment plant and reverse osmosis water purification facility.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. From simple and inexpensive to elegant and special dining, Bermuda has more than 150 restaurants to fit any traveler's budget.

Get up-to-date information from Bermuda on Twitter @GoToBermuda. Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at LouHammondPR or find us on Facebook.

#

2011 SEP 15 PM 1:31



BERMUDA

feel the love®

Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / michelleh@lhammond.com

**WESTJET MAKES IT EVEN EASIER TO GET TO BERMUDA'S PINK SAND BEACHES
WITH SPECIAL 50% OFF SAVINGS PROMOTION**

NEW YORK, 28 October, 2010 – Canadian low fare carrier WestJet is making it even easier to get to Bermuda's nearby pink sand beaches with a special 50 percent off savings promotion* on the airline's already low fares. WestJet's seasonal non-stop service from Toronto's Pearson International Airport is less than a three-hour flight to Bermuda's sunny shores and turquoise water. Low fares from Toronto start at \$99 CAD per person one-way.

In order to take advantage of the savings, flights must be booked by **12 November, 2010, (11:59 p.m. MST)** for travel between **1 November, 2010, and 31 January, 2011**. Guests should use both **promo code PCR42 and coupon code TGZ1VQH** when booking online at www.westjet.com.

Visitors can also take advantage of great savings on hotel stays with Bermuda's special "Compliments of Bermuda" promotion which offers the third-night free for every two nights booked at many of Bermuda's top properties. For a list of participating properties and rates go to www.bermudatourism.com.

Bermuda stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches.

Get up-to-date information from Bermuda on Twitter @GoToBermuda. Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at LouHammondPR or find us on Facebook.

#

*Book by 12 November, 2010, (11:59 p.m. MST) for travel between 1 November, 2010, and 31 January, 2011. Taxes, fees and surcharges are extra where applicable. Seats at these fares are limited and may not be available on all flights. New bookings only/100 per cent non-refundable. Offer combinable with other fares. Flights may not operate on certain days. All fares are one way. Discount is applied based on the number of guests travelling. Guests must be booked on the same reservation and complete travel together. Cancellation of one or more guests on one reservation may lead to a forfeiture of discount. Regular change and cancellation guidelines still apply. WestJet has the right to amend, extend or discontinue the offer at anytime by providing details on westjet.com.



BERMUDA

feel the love®

Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / michelleh@lhammond.com

RUNNERS WORLDWIDE TO MAKE TRACKS FOR BERMUDA'S 2011 MARATHON WEEKEND

NEW YORK, November 5, 2010 – Runners looking to get out of the winter cold and challenge themselves in a lush, island setting can converge on Bermuda for the upcoming **36th** **Annual Bermuda Marathon Weekend**, from January 14 – January 16, 2011. Combining adventure with paradise, runners from around the world will compete along Bermuda's signature pink sand in a series of events that will include the grueling Bermuda Triangle Challenge, which is comprised of three races over three days with four medals to be awarded to competitors.

With 21 miles of majestic isles to run along, the Bermuda Department of Tourism welcomes this year's competitors with travel packages and events to ensure a memorable island experience. In fact, race participants can take advantage of Bermuda's "**Compliments of Bermuda**" promotion featuring a destination-wide savings of every third night free on hotel stays at participating properties, available for booking now through March 12, 2011 for travel November 15, 2010 – March 15, 2011. **Bermuda Marathon Weekend 2011** includes the following events.

- **The KPMG Bermuda Invitational Mile** on Friday, January 14, is an invitation-only event featuring the top 20 fastest local finishers from a series of trial races. Bermuda Triangle Challenge participants will also complete this mile as part of the Bermuda Triangle Challenge series. Bermuda Triangle Challenge participants do not have to qualify for this event.
- **The Bermuda 10K and 10K Walk** on Saturday, January 15, is where participants will challenge themselves to cross the finish line, which will be located inside the impressive National Sports Centre.
- **The 2011 Bermuda Half Marathon** will take place on Sunday, January 16 starting at 8:00 a.m. The 13.1-mile course will take runners along breathtaking views of Bermuda's north and south coasts, sights of Bermuda's bright, pastel-colored buildings as well as Bermuda's rich topography.

-more-

- **The 2011 Bermuda Marathon** will take place on Sunday, January 16 starting at 8:00 a.m. The marathon and half marathon will start at the same time with marathon runner's completing two laps of the 13.1mile half marathon course.
- **The Bermuda Triangle Challenge** runners compete in three races over three days, including the KPMG Bermuda Invitational Mile on Friday night, the Bermuda 10K on Saturday and either the Bermuda Marathon or Half Marathon on Sunday. All participants will receive finisher's medallions after each race as well as a special Bermuda Triangle Challenge medallion and t-shirt to commemorate the achievement.

Bermuda Marathon Weekend will also include special events such as the Health and Fitness Expo, which will take place at the Fairmont Hamilton Princess's Harbourview Ballroom on Friday, January 14 and Saturday, January 15. The Health and Fitness Expo will offer deals on running supplies and equipment, race weekend giveaways and open discussions with health and nutrition experts.

For more information on **Bermuda Marathon Weekend**, including registration details, visit www.bermudaraceweekend.com. For information on Bermuda vacations, please visit www.bermudatourism.com or speak to your local travel specialist.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. From simple and inexpensive to elegant and special dining, Bermuda has more than 150 restaurants to fit any traveler's budget.

Get up-to-date information from Bermuda on Twitter @GoToBermuda. Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at LouHammondPR or find us on Facebook.

#

201 SEP 15 PM 11:31



BERMUDA

feel the love®

Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / michelleh@lhammond.com

THE HON. PATRICE MINORS, JP, MP, APPOINTED MINISTER OF BUSINESS DEVELOPMENT AND TOURISM FOR BERMUDA

HAMILTON, BERMUDA 8 November, 2010 – The Premier of Bermuda, the Hon. Paula A. Cox JP, MP, has appointed the Hon. Patrice K. Minors, JP, MP as Bermuda's new Minister of Business Development and Tourism.

The appointment sees the return to Cabinet of Mrs. Minors, who will be tasked with heading the development and growth of the Island's existing twin economic pillars: International Business and Tourism.

The Cabinet appointment was announced last week (Monday, 1 November) by Premier Cox, who herself recently assumed the role of Premier following the resignation of Dr. the Hon. Ewart F. Brown, former Premier and Minister of Tourism and Transport.

Minister Minors, who spent the better portion of last week meeting with key industry stakeholders, said she is "absolutely thrilled" with the new appointment.

Offering insight into the mandate of the newly formed Ministry, Minister Minors said, "This is an exciting area. The Ministry of Business Development and Tourism has a broad mandate to advance economic growth, jobs and opportunities for the people of Bermuda.

"It has cross cutting responsibilities in the areas of financial services and other forms of trade; tourism; technology; and intellectual property. The services and products the Ministry provides touch the lives of all Bermudians and there has long been a desire to better align these two sectors."

-more-

Bermuda's Minister of Business Development and Tourism/2

Minister Minors said the pillar of Tourism is a critical one. And she confirmed her unwavering commitment to ensuring that Bermuda's place in the forefront of the global tourism industry remains a high priority.

She said, "Combining these responsibilities with an emphasis on development will instill confidence in Bermuda and our future in these two areas. During this period of transition, I wish to express sincere gratitude to the staff of the Ministry and to the industry partners for their warm welcome."

Minister Minors was one of the first Progressive Labour Party (PLP) Government Senators. She became a Member of Parliament in the 2003 General Election. After her election she was appointed Minister of Health and Family Services, a position which she held until October 2006.

Minister Minors brings a wealth of knowledge of and experience in the International Business sector with her most recent being that of Assistant Vice President of Trust Services at Butterfield Bank.

Minister Minors was educated in Bermuda at Berkeley Institute and Howard University in Washington, DC, where she earned her undergraduate and graduate degrees in Business Administration.

A member of the Society of Trust and Estate Practitioners, she has served on several boards, including as Deputy Chairman of the Bermuda College Board of Trustees, the Bermuda Small Business Development Corporation Board and as Chairman of the Immigration Board.

She is also a past President of Big Brothers and Big Sisters of Bermuda and was voted "Big Sister of the Year" in 1998. A member of the First Church of God North Shore, Devonshire, Bermuda, she is married with one daughter.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. From simple and inexpensive to elegant and special dining, Bermuda has more than 150 restaurants to fit any traveller's budget.

Get up-to-date information from Bermuda on Twitter @GoToBermuda. Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at LouHammondPR or find us on Facebook.



BERMUDA

feel the love®

Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / michelleh@lhammond.com

NEW VISITOR TOURNAMENTS LET BERMUDA VISITORS PLAY LIKE THE PROS AT RENOWNED PORT ROYAL GOLF COURSE Home of the 28th PGA Grand Slam of Golf Provides 50% Off Greens Fees

HAMILTON, BERMUDA, November 9, 2010 – Bermuda's **Port Royal Golf**

Course, home of the elite PGA Grand Slam of Golf, will now offer visitors the opportunity to play like the pros by competing in their own twice-weekly tournaments at the famed course.

The Bermuda Department of Tourism and Port Royal Golf Course have teamed to create the new **Port Royal Visitor Tournaments** with competitions every Monday and Thursday now through March 31, 2011. Tournament participants receive 50 percent off green fees (inclusive of cart for 18-holes), bringing the cost down to \$90 per person to play one of the best courses in the world. Club rentals are available as well for \$25.

Prizes will be given to the top three golfers in each tournament and the winner will receive a commemorative victory certificate and prize from the pro shop valued up to \$50. The tournaments will be played using the Calloway system, which allows players of all levels -- with or without a handicap -- to compete together. Tournaments run from 8:30 a.m. – 12:00 p.m.

Port Royal Visitor Tournaments coincide with Bermuda's "**Compliments of Bermuda**" promotion featuring destination-wide savings of every third night free on hotel stays at participating properties. "**Compliments of Bermuda**" is available for booking now through March 12, 2011 for travel November 15, 2010 – March 15, 2011.

The Port Royal Golf Club, a Robert Trent Jones design, combining undulating terrain, lush greenery and dramatic ocean side cliffs, is open to the public and boasts one of the most difficult and beautiful par 3s in the world. The course recently experienced a \$15+ million renovation and features 18 championship holes and over 6,842 manicured yards, the longest course in Bermuda. Port Royal also features a 300-yard oceanfront driving range, luxurious clubhouse and *64 Degrees*, its new world-class steak and seafood restaurant.

For more information on **Port Royal Visitor Tournaments**, visit www.portroyalgolf.bm or call (441) 234-0974. For information on the "**Compliments of Bermuda**" promotion or Bermuda vacations, please visit www.bermudatourism.com or speak to your local travel specialist.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. From simple and inexpensive to elegant and special dining, Bermuda has more than 150 restaurants to fit any traveler's budget.

Get up-to-date information from Bermuda on Twitter @GoToBermuda. Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at LouHammondPR or find us on Facebook.

#

2011 SEP 15 PM 1:31

BERMUDA

feel the love®

Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / michelleh@lhammond.com

BOSTON TV PERSONALITY HEIDI WATNEY ENJOYS AN ACTIVE BERMUDA EXPERIENCE

New England Sports Network Reporter Runs, Swims, Jet Skis and Takes in Rugby

HAMILTON, BERMUDA, November 15, 2010 – New England Sports Network reporter Heidi Watney is used to an active lifestyle through her work as the on-field reporter for Boston Red Sox telecasts, but a visit to Bermuda has given her a whole new perspective.

Watney, who has promoted Bermuda on-air as part of the Department of Tourism's sponsorship of the Red Sox, got a whirlwind view of the island this past weekend. Visiting Bermuda for the first time, Watney stayed at Tucker's Point Hotel & Spa where she had the opportunity to tour the Tucker's Point Golf Course and hotel facilities. She had the opportunity to take part in an island itinerary that included a stop at Royal Naval Dockyard for a swim with the dolphins at Dolphin Quest, a Jet Ski excursion, and a viewing of the All Blacks victory in the World Rugby Classic finals on Saturday night.

Watney's trip culminated with a guest participation in the 5k run portion of the SheRox Woman's Triathlon on Sunday morning before boarding her flight home to Boston.

Discussing her first experience with the island, Watney said, "I had an amazing experience in Bermuda. Everyone made us feel so welcome and I had the opportunity to do some truly fun activities. I really enjoyed the trip so much because it gave me a great sense of the people and places that make Bermuda so special."

Director of Tourism William Griffith hoped Watney's visit would further enhance the Department of Tourism's sponsorship of the Red Sox. "Heidi is an outstanding on-air reporter and has interviewed Bermuda's representatives previously. She now can speak from a first-hand perspective of her own experiences and help entice Red Sox viewers to visit the island for themselves."

Get up-to-date information from Bermuda on Twitter @GoToBermuda. Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at LouHammondPR or find us on Facebook.

#

BERMUDA

feel the love®

Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / michelleh@lhammond.com

THE BERMUDA INSTITUTE OF OCEAN SCIENCES GAINS GLOBAL EXPOSURE AS A NBC NETWORK CREW ARRIVES TO FILM AT BIOS RESEARCH VESSEL



BERMUDA, December 6, 2010 – A five-person NBC Network crew from the United States arrived in Bermuda this weekend to film at the Bermuda Institute of Ocean Sciences (BIOS) research vessel Atlantic Explorer. BIOS along with the Bermuda Department of Tourism (BDOT) welcomed the NBC Network team where they are collecting footage to develop an upcoming program for the NBC Learn network, the educational arm of NBC News which provides global content to teachers, students, schools and universities. NBC Learn will collect data to report on climate science and the rise in ocean temperatures. BIOS has the longest continual record of ocean chemistry anywhere in the world, making it an industry leader in the field.

According to The Hon. Patrice K. Minors, JP, MP, Minister of Business Development and Tourism, BIOS' commitment to issues of environmental change is honourable and their research vessel serves as a valuable resource for Bermudians, especially young people.

"We welcome the NBC network to Bermuda to report on the accomplishments being made at the Bermuda Institute of Ocean Sciences," stated Minors. "BIOS is one of the leading facilities in the study of ocean sciences. We're excited that the research the NBC team captures from Bermuda's BIOS will assist in learning programs utilized around the world."

Get up-to-date information from Bermuda on Twitter @GoToBermuda. Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at LouHammondPR or find us on Facebook.

**** The photo credit should be provided to the Bermuda Institute of Ocean Sciences.**
#



BERMUDA

feel the love®

NSD/CES/REGISTRATION
UNIT

2011 SEP 15 PH 1:30

Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / michelleh@lhammond.com

"FEEL THE LOVE" IN BERMUDA THIS HOLIDAY SEASON WITH VALUE-ADDED HOTEL PACKAGES AND ISLAND-WIDE SAVINGS

NEW YORK, December 10, 2010 – Travelers to Bermuda's pink sand beaches this winter season will experience Bermuda holiday cheer with special themed hotel savings. Winter hotel package offerings include a complimentary stay on Christmas Day, family-focused workshops, 50 percent off children's guest rooms, premium accommodations as well as a third night free "Compliments of Bermuda." Some of the winter specials and happenings travelers to Bermuda can enjoy this season include:

Winter Season at The Reefs Hotel & Club

Christmas is Free! Stay five nights or more and Christmas night is free. Christmas activities at the beachfront resort include a Christmas Eve tree-trimming party as well as S'mores and hot chocolate on the beach. Daily rates begin at \$385 for a poolside room based on double occupancy. Rates include daily breakfast, afternoon tea and gourmet dinner. All rooms and suites are included in the offer and feature private patios with ocean views. The Reefs "Christmas is free" package is available for stays between December 15 - 22, departure by December 27.

The Reefs Hotel & Club also has its **Winter Break Package**, valid through March 31, 2011. The package excludes December 20 – January 3 dates and includes four days/three nights in an ocean-view room (best available in Superior, Deluxe or Premier room categories), daily breakfast and one round-trip airport transfer for two persons, Prices are \$1,289/couple for Sunday to Wednesday stays and \$1,479/couple for Thursday to Saturday visits. Call 800-742-2008 for reservation or visit www.thereefs.com.

Elbow Beach Bermuda's Family Vacation Package

The whole family can experience a fun-filled, affordable vacation with Elbow Beach Bermuda's **Family Vacation Package**. A Mandarin Oriental resort, Elbow Beach has a range of entertainment for families, including an excursion to the Bermuda Aquarium, Museum and Zoo (BAMZ), fun on its beautiful, private half-mile pink sand beach and appealing activities for kids aged 5 to 12 in the resort's Kids Club playroom. Starting at \$210 per adult, per day, inclusive of two children under 12, this package provides daily breakfast and accommodation in a Premier Ocean View Room, complete with two double beds or complimentary rollaway beds for children. Four day passes are also provided to the Bermuda Aquarium, Museum and Zoo, along with three hours of babysitting and a 50-minute *Oriental Essence* spa treatment at The Spa at Elbow Beach for mom. Visit www.mandarinoriental.com/bermuda.

Bermuda Holiday Values/2

Royal Palms Hotel Christmas Season Package

The boutique Royal Palms Hotel, Bermuda offers a holiday season package valid December 17, 2010 – January 2, 2011 with room rates starting at \$199 per night, double occupancy, giving a 50 percent savings. Call 800-678-0783 or 441 292 1854 for reservations or visit www.royalpalms.bm.

The Holiday Season at the Fairmont Southampton

The Fairmont Southampton offers the perfect winter vacation for the entire family with daily guest activities this holiday season, most of which are complimentary. With a range of happenings, including cookie making, children's activities in Santa's Workshop, wine tastings, sandcastle competitions, nature walks, seasonal spa experiences, Christmas caroling, Santa's grand arrival and New Year's Eve celebrations, Fairmont Southampton is spreading the holiday spirit. The **Family Package** is available through December 31, 2010 and includes luxury accommodations, a welcome amenity for kids upon check in and free access to the Fairmont's Explorer's Camp. Room rates start at \$249 per night, with a second room for the children priced at 50 percent off the rate per night. For reservations, call 866-540-4497 or visit www.fairmont.com/southampton.

Tucker's Point Hotel & Spa's Bermudaful Holiday Escape

Bermuda's acclaimed Tucker's Point Hotel & Spa will soon celebrate its second holiday season, and is giving guests every third night free through January 5, 2011, with its **Bermudaful Holiday Escape package**. Rates start at \$375 per night and include a commemorative, hand-painted Tucker's Point Christmas ornament as a holiday keepsake and a festive eggnog and Christmas cookie amenity upon arrival. Tucker's Point Hotel & Spa features 88 luxurious rooms, spectacular views of Castle Harbour and Harrington Sound, championship golf, world-class spa and private stretch of pink sand beach. Rates do not include tax or gratuity and are subject to change and are based on availability and may not be combined with other offers. For reservations, please call 866.604.3764 or www.tuckerspoint.com.

Compliments of Bermuda Promotion

Offered to coincide with Bermuda's popular "golf and spa" season, The Bermuda Department of Tourism teamed up with 16 participating hotel properties to launch this destination-wide promotion, available for booking now – March 12, 2011 for travel through March 15, 2011. Accommodations range from luxury resorts and boutique hotels to beach clubs and historic beach-front properties. Rates for accommodations range from approximately \$125 - \$395 per night and are subject to availability. Visit www.bermudatourism.com/compliments for more information on booking a **Compliments of Bermuda** package, or call your local travel specialist.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant and special dining. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end.

Get up-to-date information from Bermuda on Twitter @GoToBermuda. Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at LouHammondPR or find us on Facebook.

#



BERMUDA

*feel the love**

Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / michelleh@lhammond.com

"BERMUDA RENDEZVOUS" PROGRAM OFFERS VISITORS FREE DAILY CULTURAL ACTIVITIES

NEW YORK, December 13, 2010 – The Island of Bermuda is highlighting its more than 400 years of history and rich culture this winter season with the launch of the “**Bermuda Rendezvous**” daily activities program. Organized by the Bermuda Department of Tourism in conjunction with the Department of Community & Cultural Affairs, **Bermuda Rendezvous** offers visitors a wide array of cultural activities, the majority of which are free unless otherwise indicated. Activities range from performances by Bermuda’s famed and colorful Gombey dancers to glass-blowing demonstrations, cooking demonstrations, and historic tours of the Royal Navy Dockyard and St. George’s, a UNESCO World Heritage site

The **Bermuda Rendezvous** program runs through March 31, 2011 and highlights include:

- Guided Walking Tour of City of Hamilton: showcases some of Bermuda’s most historic sites such as the Bermuda national Library and Fort Hamilton;
- Botanical Gardens Tour: home to 15 permanent collections including sub-tropical fruit groves, cedar and banyan trees as well as a sensory garden;
- Bermuda Cookery Demonstration, in which Bermudian Chef Cheryl Kerr shares local flavors;
- Royal Naval Dockyard Glassworks: a look at the art of flame working and glass blowing;
- Historical re-enactment and town tour of St. George’s: offering a guided tour through the historic old town;
- Bermuda Gombey Revue: a fun folk art event featuring the music and dancing of Bermuda’s famed loud and lively Gomeys;
- Additionally, a free lecture series will also be offered covering several aspects of the Bermudian culture.

For more information on the “Bermuda Rendezvous Activities” program, call the Department of Community & Cultural Affairs at 441-292-9447 or visit www.bermudatourism.com.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda’s accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler’s budget, from simple and inexpensive to elegant and special dining. Bermuda’s diverse activities offer an array of vacation options all year-round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day’s end. Get up-to-date information from Bermuda on Twitter @GoToBermuda. Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at LouHammondPR or find us on Facebook.

#



BERMUDA

feel the love®

Contacts: Terence Gallagher / Jaime Derbyshire
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / jaimed@lhammond.com

SPECIAL PACKAGES AVAILABLE TO SEE AMERICAN KEEGAN BRADLEY CHALLENGE THREE INTERNATIONAL MAJOR WINNERS IN BERMUDA AT PGA GRAND SLAM OF GOLF

~Rookie Pro's Stunning PGA Championship Victory Sets Stage for Dramatic October Bermuda Showdown~

NEW YORK, August 17, 2011 – Golf enthusiasts who enjoyed watching American Keegan Bradley's dramatic playoff victory at the PGA Championship this past weekend can book special travel packages to see the rookie pro take on an international field of major champions in Bermuda at the **29th PGA Grand Slam of Golf**, October 18-19, 2011.

The PGA Grand Slam of Golf, the season-ending showcase event that boasts the most difficult qualification requirement in the game—a major championship—will be televised by TNT to a worldwide audience. The dynamic Bradley's first major tournament victory automatically qualified him to vie for the title of 2011 "Champion of Champions" and a \$1.35 million purse at Bermuda's celebrated Port Royal Golf Course. He will face the winners of golf's other major championships, including: South Africa's Charl Schwartzel winner of The Masters; Northern Ireland native Rory McIlroy, winner of the U.S. Open Championship; and McIlroy's fellow Northern Ireland native Darren Clarke, winner of The Open Championship. Three-time major winner Ernie Els won the coveted winner's pink jacket in 2010.

Flexible travel packages are available at the tournament's official hotel sponsor, The Fairmont Southampton, along with several of the island's top resorts.

The 593-room Fairmont Southampton, Bermuda's largest resort, has debuted special three-, four- and five-night packages, allowing visitors to attend the grand finale of the professional golf season and also work on their own golf game with rounds on some of Bermuda's finest courses. Each package includes accommodations at The Fairmont Southampton, breakfast daily, three-day admission to The PGA Grand Slam of Golf at Port Royal Golf Club as well as daily transfers to and from the tournament.

Starting at \$336 per room, per night based on double occupancy, the three-night package also features one round of golf at guests' choice of The Fairmont Southampton Golf Course, Riddell's Bay Golf and Country Club or Belmont Hills Golf Club. The four-night and five-night packages – priced at \$732 and \$970 per room, per night respectively – include two and three rounds of golf on these select courses. The property is also offering a one-night special with next-day

tickets and transfers to the tournament. Rates for the one-night package start at \$199 for a Moderate room category, per room, based on single or double occupancy. All packages are currently available for booking, with travel dates October 14 through 23.

Alternatively, travelers may choose to stay at a variety of properties around the island offering dedicated **29th PGA Grand Slam of Golf Packages**.

- Cambridge Beaches: This customizable offer includes the addition of complimentary PGA Grand Slam of Golf tickets to any current package or promotion available for purchase at Cambridge Beaches. This promotion is available for booking, with travel dates October 18-19. Rates start at \$355 per night for a standard water view room.
- Elbow Beach: This three-night package starts at \$339 per night, based on double occupancy and includes accommodations in a premier room, breakfast daily for two and two passes to the PGA Grand Slam of Golf. The offer is currently available for booking, with travel dates October 17 through 21.
- The Reefs: This four-night package starts at \$2,165 per couple and includes ocean view accommodations, breakfast daily, two passes to each day of the PGA Grand Slam of Golf, three bus/ferry passes and round-trip airport transfers. This package is currently available for booking, with travel dates October 16 through 20.
- Rosewood Tucker's Point: This four-night package starts at \$1,151 per person, based on double occupancy and includes accommodations, breakfast daily, one way taxi offer to Grand Slam event every day, and one day of unlimited golf at Rosewood Tucker's Point Golf Course. This package is currently available for booking, with travel dates October 14 through 23.

For more information on The PGA Grand Slam of Golf and corresponding travel packages, please visit www.pga.com/grandslam/2011 or www.GoToBermuda.com.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options all year round, including world-class spas, more wreck dives than anywhere else in the world, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. Bermuda is home to the PGA Grand Slam of Golf, played in October. For more information or to make a reservation in Bermuda, please call 1 (800) BERMUDA or visit www.GotoBermuda.com.

#

For client press releases and downloadable photography, media may access www.louhammond.com. Media can also visit <http://www.facebook.com/louhammondpr> or follow on Twitter @LouHammondPR for the latest client news.

2011 SEP 15 PM 1:33



BERMUDA

feel the look.

Contacts: Terence Gallagher / Jaime Derbyshire
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / jaimed@lhammond.com

BERMUDA UPDATES GROUP AND INCENTIVE OFFERINGS FOR INTERNATIONAL MEETING PLANNERS

NEW YORK, August 30, 2011 – The Bermuda Department of Tourism and the island's hoteliers are continuing efforts to make the island a premier destination for group, meetings and incentive planners. The lush, Atlantic oasis – just a two-hour flight from most major East Coast cities – is offering new group-focused itineraries, values and promotions.

Rosewood Tucker's Point, Bermuda's newest resort, boasts a state-of-the-art 5,000-foot conference center and modern technical capabilities, including Wi-Fi, satellite conferencing and HD monitors. This luxury resort is also providing a five-day itinerary with multiple group options for meetings and incentive planners. Some of the activities include: an island tour, activities at the Royal Naval Dockyard, a business meeting in Camden Ballroom and a group BBQ beach dinner, among others. For more information, visit www.rosewoodtuckerspoint.com or call 1-888-ROSEWOOD.

The 593-room **Fairmont Southampton**, Bermuda's largest resort, has recently completed a number of renovations and equipment purchases to enhance the meeting experience. Overlooking the Atlantic Ocean on one side and Hamilton Harbor on the other, the acclaimed Fairmont Southampton has completed a remarkable \$100 million renovation, which includes refurbished guest rooms, equipped with flat-screen televisions and technology to run iPods and iPads as well as new soft goods in the Mid Ocean Amphitheatre. Additionally, Wi-Fi is now available in all public areas. For reservations, visit www.fairmont.com/southampton or call 1-866-540-4497.

Elbow Beach Bermuda, a Mandarin Oriental resort, offers newly refurbished rooms and suites while maintaining old Bermuda charm and hospitality. Situated on lush greenery, this resort has more than 4,500 square feet of event space with sea views and a private beach. For business travelers, Elbow Beach is offering an Exclusive 3rd Party Limited Time 20% deal, which includes a 20 percent commission for new group bookings, 20 percent off each spa treatment, 20

percent off in-room wireless internet fees and more. All bookings must include 10 rooms or more per night to be eligible for this offer, which is available from September 6, 2011 to March 31, 2012. For reservations, visit www.mandarinoriental.com/bermuda or call 1-441-239-9032.

This year, the Bermuda Department of Tourism will help showcase its hotel partner updates and product as a whole at America's newest incentive travel, meetings and events trade show, **IMAX America**, held at the Venetian/Palazzo Las Vegas October 11-13, 2011. Bermuda will be offering invaluable business opportunities, complemented by free education and prospects for networking.

For more information on group and incentive travel, visit www.GoToBermuda.com/meetings or call 1-800-BERMUDA.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant and special dining. Bermuda's diverse attractions and offerings provide an array of optional group activities, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing, the opportunity to swim with dolphins at Dolphin Quest and smooth pink beaches to rest on by day's end.

#

Get up-to-date information from Bermuda on Twitter @GoToBermuda. Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at LouHammondPR or find us on Facebook.

2011 SEP 15 PM 1:33



Contacts: Terence Gallagher / Jaime Derbyshire
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0214
E-mail: terryg@lhammond.com / jaimed@lhammond.com

ANNUAL INDUSTRY NIGHT HELPS DEPARTMENT OF TOURISM SHARE ITS EFFORTS AND ENGAGE STAKEHOLDERS

HAMILTON, BERMUDA, Sept. 8, 2011 – The Bermuda Department of Tourism provided the opportunity for constituents and stakeholders involved with the island's tourism business to learn more about efforts to promote the destination at its second annual "Industry Night" held at the Fairmont Southampton this evening.

The two-hour reception brought together a wide ranging group of those involved with the tourism industry, representing hotels, attractions, restaurants and more. Those in attendance interacted with Department of Tourism management and its overseas sales and marketing force, including representatives from the Department's advertising, interactive and public relations agencies. Media partner CBS Radio, which has broadcast extensively from the island, was also represented.

Tables were set up to allow attendees to engage representatives and learn more about the efforts to promote tourism overseas. Examples of the work being done to bring visitors to the island were showcased. A special presentation designed to help provide an overview of how the Department of Tourism works preceded a keynote address by Minister of Business Development and Tourism Patrice K. Minors.

Minister Minors encouraged those in attendance to be active ambassadors for tourism and cited the work of the Hospitality Institute as being crucial to developing a Bermudian workforce that will help strengthen the industry.

"If we are to succeed it will be through rebuilding our industry from the ground up starting with a motivated and caring young work force who will appreciate both the economic and social benefits to serving in the tourism industry," said Minors.

Minors expressed optimism for Bermuda's tourism future and encouraged a renewed spirit of cooperation amongst industry stakeholders.

"It is my hope that through events such as this, we will also encourage and find new opportunities to work together," she said. "My friends, it is only by working together that we will succeed and I am happy to report that I see an improved spirit of cooperation and partnership in our industry."

Minors vowed that the Department of Tourism and all those involved will continue to work tirelessly on the industry's behalf.

"We will leave no stone unturned in helping Bermuda to succeed as an attractive destination and I am asking for your continued support and assistance to make this a reality," said Minors. "We can't do it without you. We as an industry must come together as one and work even harder to remove those obstacles that stand in the way of our success.

#



BERMUDA

feel the love®

Contacts: Terence Gallagher / Susannah Gregory
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryq@lhammond.com / susannahg@lhammond.com

BERMUDA SHOWCASES RESORT UPDATES AND NEW DEVELOPMENTS

HAMILTON, BERMUDA – Resorts across Bermuda are unveiling multi-million dollar renovations with stunning new developments also on the horizon. The following includes updates at properties across Bermuda:

Elbow Beach, Bermuda Completes \$5.5 million Renovation

Luxury resort Elbow Beach Bermuda has completed a multi-million dollar project. The refurbished Elbow Beach features 98 luxury cottage rooms and suites with a new range of facilities. The suites and rooms have new in-room entertainment systems, luxurious furnishings, iPod docking stations, personal espresso machines and upgraded bathroom facilities.

The resort also enhanced its public spaces, including The Library, a new recreation lounge with complimentary refreshment station; a newly renovated business center and gift shop; upgraded fitness room and new day-use suites. Additionally, its half-mile private pink sand beachfront has new sun loungers and private cabanas. Ocean-side spa therapies will be available at the new Spa Beach Pavilion starting in June. Lido, the resort's premier dining experience has a new Executive Chef, Guido Brambilla, with extensive five-star resort experience. Also, the resort's DEEP Lounge and Nightclub have been revamped and will showcase live entertainment.
www.mandarinoriental.com/bermuda

The Reefs Hotel Opens The Reefs Club, new La Serena Spa and Adds Guest Experience Amenities

The Reefs Hotel has opened its new The Reefs Club, 19 elegantly appointed two-and three-bedroom, beach-front private residences. The Reefs Club is available for purchase on a fractional ownership basis and is available for guest stays. The Reefs Hotel also features the new La Serena Spa, including eight treatment rooms, a spa suite for dual services and a manicure/pedicure room with spectacular ocean views. The spa utilizes luxurious Elemis of London products.

For an added guest amenity, The Reefs now offers complimentary Flip digital video cameras for guests to utilize upon arrival. Also, as part of the renovation, The Reefs added a private wine room, which houses over 1,000 bottles of wine, in its Royston's restaurant available for private events. www.thereefs.com

-more-

MEDIA REGISTRATION UNIT

2011 SEP 15 PHILIPPINES